



Stage 4 Time Trial

May 16, 2018

Location: Downtown Morgan Hill

Expected Audience: 2,000+

Event Description: The Amgen Tour of California is an international, world-class cycling road race that featuring top elite professional teams from around the world. It has grown to become the largest professional cycling race in North America, the largest annual spectator sporting event in California, and a spectacular forerunner to the Tour de France. For the first time this year, Morgan Hill is a Local Host City for this exciting event.

For More Information Contact: Vera Fisher (408) 310-4660 or vera.fisher@morganhill.ca.gov



Sponsorship Proposals

Sponsor Investment: Varies

Sponsor Incentives Based Upon Levels:

- 8 Logo Banners Along Race Route (1 available)
- 15 Second Big Screen Commercial
- Booth in Lifestyle Festival
- Company Logo Shown on Big Screen (rotating) at Finish Line
- Sponsorship PA Announcement
- Tickets to VIP Area
- Thank You with Logo included in Local Race Program, Host City Banner, Pre-Event Activities

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KEY METRICS



200

The Amgen Tour of California is broadcast in over 200 countries and territories worldwide



16.6M

Global audience of 16.6 million viewers (+47% from 2016)



5.89B

5.89 billion online, print, and broadcast media impressions (+9% from 2016)



93K

93,731 hours streamed, average of 46.29 minutes per session



85M

Facebook, Twitter, and Instagram achieved over 85M total reach and over 220,954 followers



2.4M

Website traffic 2,401,908 page views / 1,154,537 sessions



33+

Professional field of riders representing 33+ countries, Tour de France contenders, world champions, and Olympic medalists

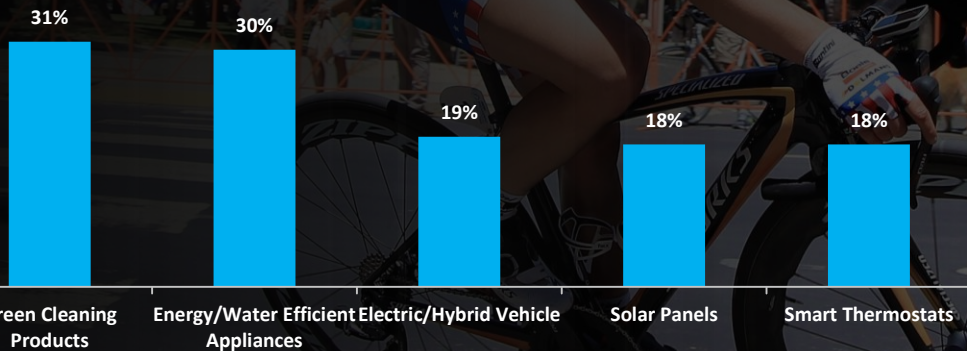
*Turnkey Third-Party Research

WHY PRO CYCLING?



77%

Plan to buy one of the following sustainable products within the next 12 months



4X

Attendees are 4x more likely to travel at least once a month compared to the average U.S. Population



85%

Have credit cards. Attendees have an average of 2 credit cards in his/her possession



\$400K+

30% of attendees have household investable assets of \$400,000+



71%

Own their home. Attendees own 1.4 Real Estate Properties on average.

**Turnkey Third-Party Research (2015 & 2016)*